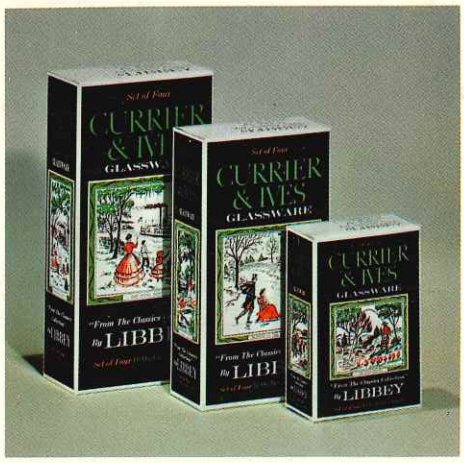
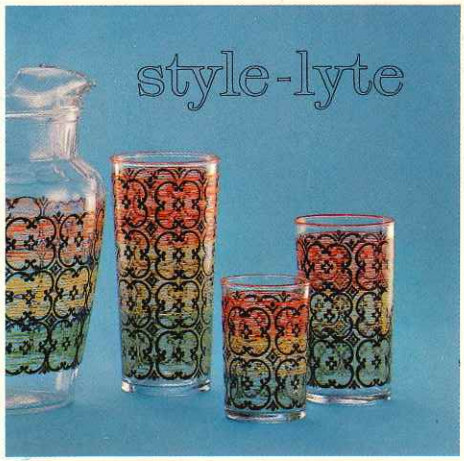
DESIGN D7

CURRIER & IVES

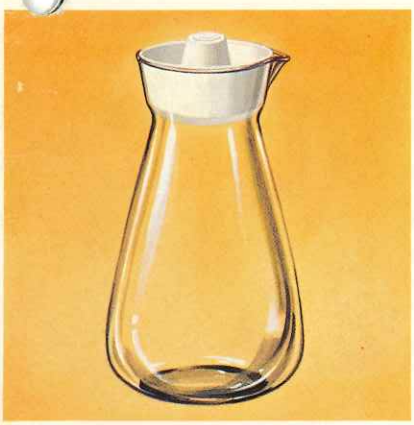




THE RIVER BOAT

CLASSICS COLLECTION

Libbey



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Thriftee Catalog 1965

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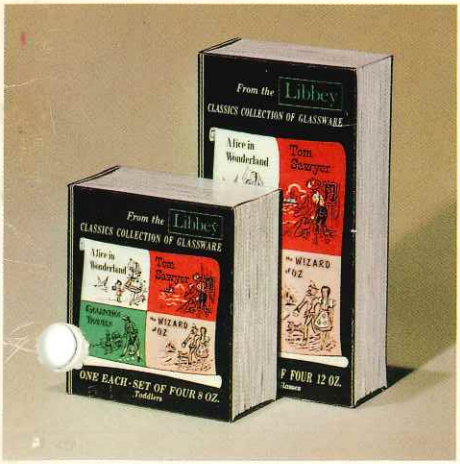

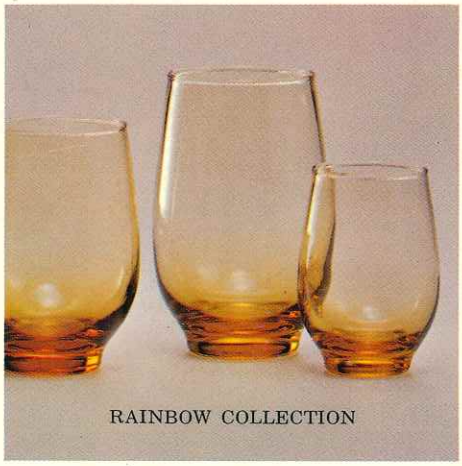

RAINBOW COLLECTION

Exciting New Libbey Concepts

1965 Thriftee Catalog

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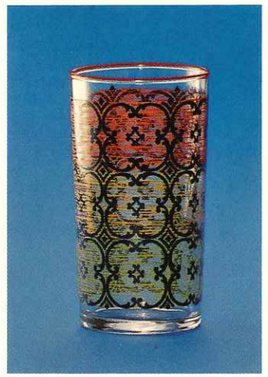
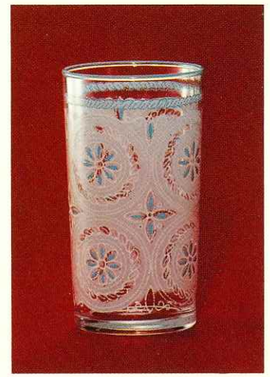
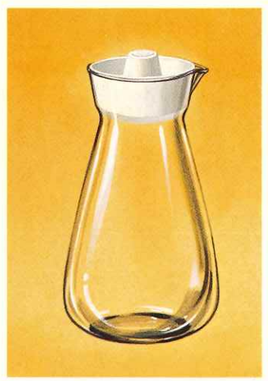
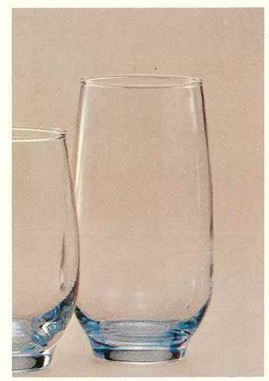
Below are some of the individual new items for 1965. They include two handsome 3-operation members of the Style-Lyte line that feature enamel beads. Also new are the 42-ounce lipped decanter, 22-ounce Tempo, and a great merchandising package for Libbey's professional stemware.

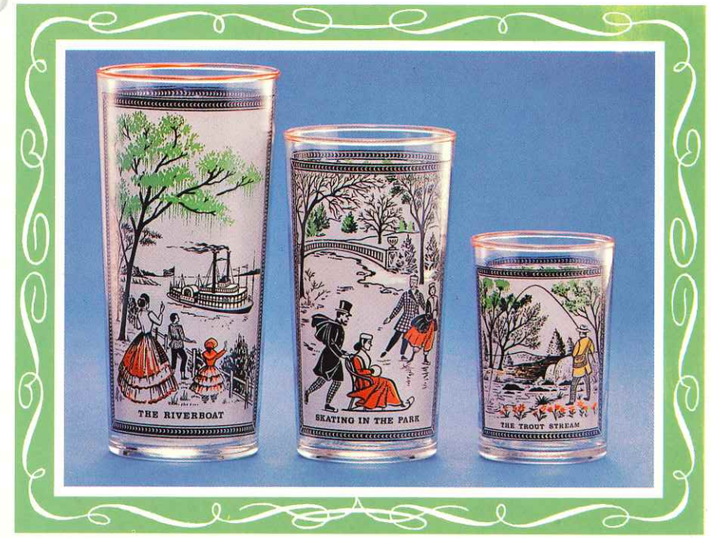








. . . COMPLETE MERCHANDISING PROGRAMS



Take a quick preview look at this array of Style-Lyte glassware from the new Classics Collection by Libbey. Interesting! Colorful! Right?

But that's only half of our 1965 story—in addition to selling *ideas* on glassware, Libbey this year has added a *complete merchandising package* that promotes the sales theme in every way.

For a full appreciation of the grand plans behind Libbey's 1965 offerings, see the following pages.

Complete Merchandising Package

CLASSIC NOVELS *FROM THE NEW CLASSICS COLLECTION by* Libbey

ASSORT. NO. 1
12-ounce Beverage
4-piece set

Treasure Island 51/Y-4191 | Robin Hood 51/Y-4191 | Three Musketeers 51/Y-4191 | Moby Dick 51/Y-4191

Packed 6 sets to shipper—weight 11#. (Story appears on back of each glass.)

ASSORT. NO. 2
8-ounce Toddler
4-piece set

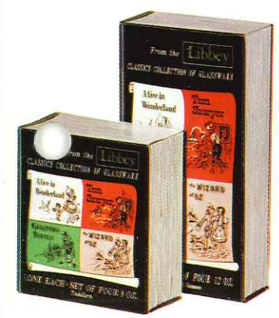
Treasure Island 27/Y-4191 | Robin Hood 27/Y-4191 | Three Musketeers 27/Y-4191 | Moby Dick 27/Y-4191

Packed 6 sets to shipper—weight 9#. (Story appears on back of each glass.)

The four story themes on assortments #1 and #2 appeal to the adventurous at heart. See how the packaging at right and the merchandising aids below carry out the theme and create interest in this smart new **Style-Lyte** glassware line.

BUY 'EM BY THE BOOK

Colorful theme boxes hold four assorted beverage or toddler glasses as set, help sell "Buy 'em by the Book" idea. Story synopses appear on back of each box.



ASSORT. NO. 3
12-ounce Beverage
4-piece set

Alice in Wonderland 51/Y-4192 | Tom Sawyer 51/Y-4192 | Gulliver's Travels 51/Y-4192 | Wizard of Oz 51/Y-4192

Packed 6 sets to shipper—weight 11#. (Story appears on back of each glass.)

ASSORT. NO. 4
8-ounce Toddler
4-piece set

Alice in Wonderland 27/Y-4192 | Tom Sawyer 27/Y-4192 | Gulliver's Travels 27/Y-4192 | Wizard of Oz 27/Y-4192

Packed 6 sets to shipper—weight 9#. (Story appears on back of each glass.)

Assortments #3 and #4 of Classic Novels are also backed in full by support materials. This selection of story glasses appeals to the younger, less swash-buckling set and their parents. Another fine offering in the new Libbey **Style-Lyte** line.

VERSATILE DISPLAYS
Hang, stand, combine to form mobile.
(one for each assortment)

PREMIUM OFFER
Box coupons and remittance bring matching double deck of playing cards, (offer and limitations described on coupon).

MASS DISPLAY
Shippers and sets create "bookcase" look.

WIRE HANGER
Hangs double or divides into two signs.

SHELF TALKER PRICE CARD
Combination performs either job.

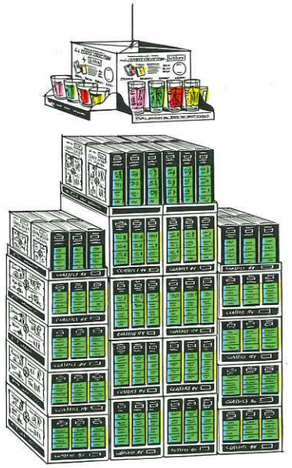
BANNER
For window or wall.

Dimensions and form numbers of P-O-S materials on Page 19.

BANNER
For window or wall.

WIRE HANGER
Hangs double or divides into two signs.

SHELF TALKER PRICE CARD
Combination performs either job.



MASS DISPLAY
Shippers and sets create "bookcase" look.

VERSATILE DISPLAYS
Hang, stand, combine to form mobile.
(one for each assortment)

PREMIUM OFFER
Box coupons and remittance bring matching double deck of playing cards, (offer and limitations described on coupon).

Dimensions and form numbers of P-O-S materials on Page 19.

From the Classics Collection
CURRIER & IVES *by* Libbey

4-PIECE SETS

16 oz. Cooler
87/60155
Packed 6 sets Wt. 12#

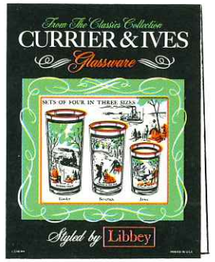
12 oz. Beverage
51/60153
Packed 6 sets Wt. 11#

6 oz. Juice
58/60154
Packed 6 sets Wt. 7#

Classic art is another of the themes Libbey has adapted to its highly-styled, lightweight Style-Lyte lines.

Currier & Ives is offered in sets of four in three different sizes, the cooler, the beverage and juice.

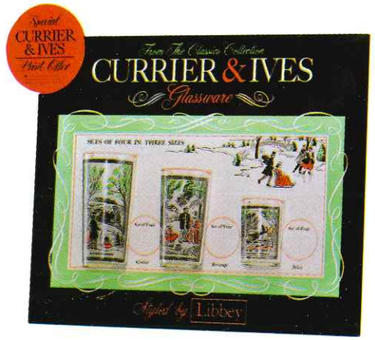
As you can see, this line is also fully supported with packaging and merchandising materials that sell the idea.



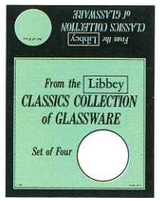
WIRE HANGER
Double-faced or cuts apart for two signs.

SET BOXES
Hold four each of three sizes.

SHIPPERS
Make attractive theme displays.



PREMIUM OFFER
Box coupons and remittance bring framable set of Currier & Ives prints, (offer and limitations described on coupon).



SHELF TALKER/PRICE CARD
Combination performs either job.

DIE-CUT DISPLAY
Holds all three sizes and stands alone.

Dimensions and form numbers of P-O-S material on Page 19.

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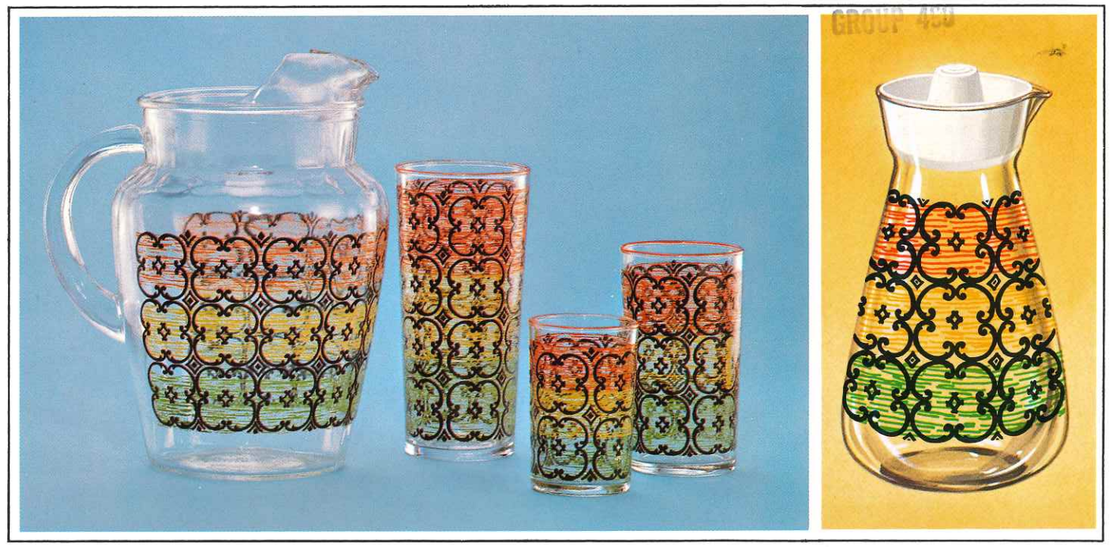
TANGIER



80 oz. Pitcher
5052/20900
Pk. ½ doz. Wt. 18#

16 oz. Iced Tea
87/60161
Pk. 3 doz. Wt. 19#

6 oz. Juice
58/60161
Pk. 3 doz. Wt. 9#

11 oz. Beverage
55/60161
Pk. 3 doz. Wt. 16#

42 oz. Decanter
70016/30236
Pk. 1 doz. Wt. 12#

New style-lyte Glassware by Libbey

CANDLEWICK

Here's a great new line of upgraded glassware—lightweight, easy to handle, yet highly styled.

TANGIER features an exotic filagree design in black overprinted with lacy bands of orange, golden yellow and green from top to bottom. Of course, glasses are topped with an orange bead. This line includes the new 42-ounce pouring decanter with plastic plug cap.

CANDLEWICK is a delicate expression of high styling on a lightweight glassware line. Flower patterns of accent white and aqua cover a field of frost.

11 oz. Beverage
55/60160
Pk. 3 doz. Wt. 16#

6 oz. Juice
58/60160
Pk. 3 doz. Wt. 9#

16 oz. Iced Tea
87/60160
Pk. 3 doz. Wt. 19#

AQUA RIPPLE

Rippling blue-cast quality right down to its heavy base. One of Libbey's all-time top sellers is subtle-tinted Aqua Ripple. It keeps going at an amazing profit-setting pace.

16 oz. Cooler 16303-A Pk. 3 doz. Wt. 29 #
9 oz. Old Fashioned 16503-A Pk. 3 doz. Wt. 23 #
12 oz. Beverage 16803-A Pk. 3 doz. Wt. 26 #
6 oz. Juice 16003-A Pk. 3 doz. Wt. 16 #
8 oz. Dessert 16403-A Pk. 3 doz. Wt. 19 #

Repeat of a sell-out

COLORED GLASSWARE

From the Rainbow Collection

by Libbey

12 PIECE SETS
12 oz. Beverage 359-A Pk. 3 sets Wt. 21 #
6 oz. Juice 351-A Pk. 3 sets Wt. 14 #
15 oz. Cooler 341-A Pk. 3 sets Wt. 26 #
22 oz. Iced Tea 384-A Pk. 3 sets Wt. 27 #
BULK PACKS
Pk. 3 doz. Wt. 19 #
Pk. 3 doz. Wt. 14 #
Pk. 3 doz. Wt. 25 #
Pk. 3 doz. Wt. 26 #
Pk. 4 Doz. Wt. 26 # (SSD)

AQUA TEMPO

This popular favorite is still a top seller. New this year is the versatile 22-ounce size, plus the companion Fold-Away Caddy set.

22 oz. Iced Tea 384-K Pk. 3 doz. Wt. 26 #
12 oz. Beverage 359-K Pk. 3 doz. Wt. 19 # Pk. 4 doz. Wt. 26 # (SSD)
15 oz. Cooler 341-K Pk. 3 doz. Wt. 25 #
6 oz. Juice 351-K Pk. 3 doz. Wt. 14 #

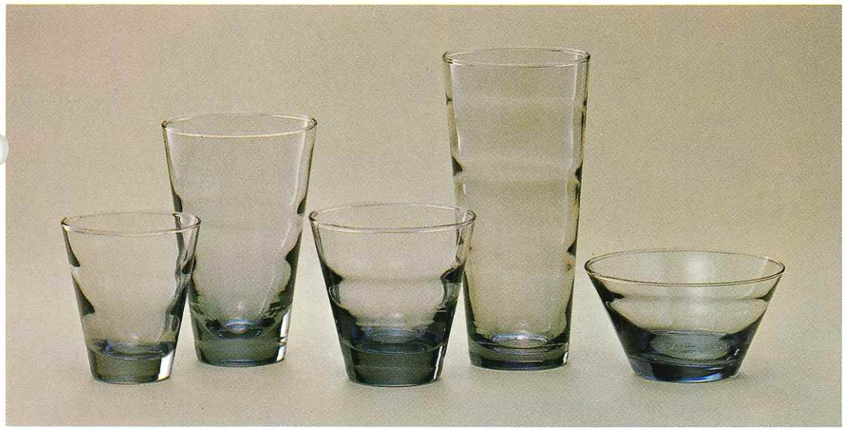
GOLDEN TEMPO

Although a newcomer, the gold color in Tempo has been an instant success. The 22-ounce size and Fold-Away Caddy set add versatility.

22 oz. Iced Tea 384-S Pk. 3 doz. Wt. 26 #
12 oz. Beverage 359-S Pk. 3 doz. Wt. 19 #
6 oz. Juice 351-S Pk. 3 doz. Wt. 14 #
15 oz. Cooler 341-S Pk. 3 doz. Wt. 25

SMOKE TEMPO

Sophisticated Smoke has given a real boost to Tempo sales. Add the new 22-ounce size and the Fold-Away Caddy set, and you have a winner.

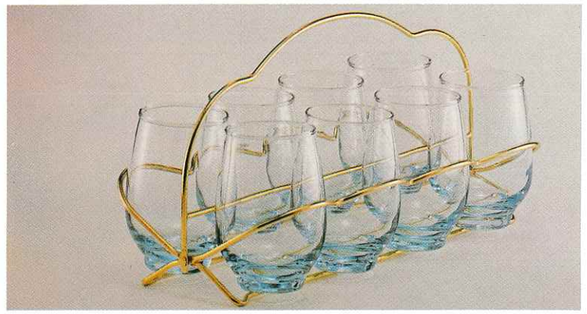


6 oz. Juice 16003-S Pk. 3 doz. Wt. 16 #
12 oz. Beverage 16803-S Pk. 3 doz. Wt. 26 #
9 oz. Old Fashioned 16503-S Pk. 3 doz. Wt. 23 #
16 oz. Cooler 16303-S Pk. 3 doz. Wt. 29 #
8 oz. Dessert 16403-S Pk. 3 doz. Wt. 19 #

SMOKE RIPPLE

Your customers won't let this glassware linger on the shelf. They never have. Soft, gray Smoke Ripple is a quick-turnover leader in glassware displays.

Golden Tempo Caddy Set—80931-K—6 sets 34#



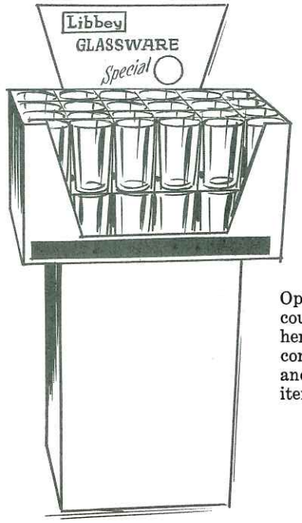
Aqua Tempo Caddy Set—80931-A—6 sets 34#

Smoke Tempo Caddy Set—80931-S—6 sets 34#

15½ oz. Cooler 15403-K Pk. 3 doz. Wt. 28 #
9 oz. Toddler 15203-K Pk. 3 doz. Wt. 21 #
10 oz. Beverage 14703-K Pk. 3 doz. Wt. 23 #
6 oz. Juice 14603-K Pk. 3 doz. Wt. 15 #

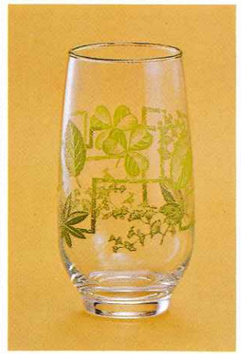
GOLDEN WAVE

Introduced last year, the combination of gold and Libbey's famous Classic shape with optics has made this line very popular for promotions . . . a real value.

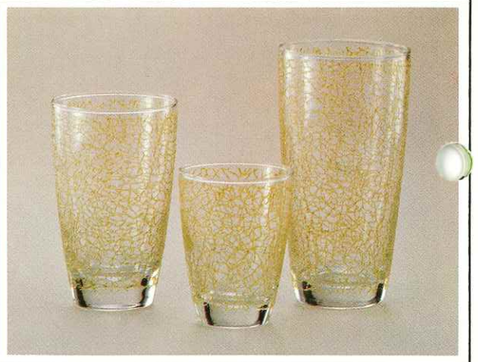


Open the box and count the profits . . . here's a natural combination shipper and display for the items indicated.

Decorated HEAVY-BASE *Tumblers*



22 oz. Iced Tea
384/49160
Pk. 3 doz.
Wt. 26 #



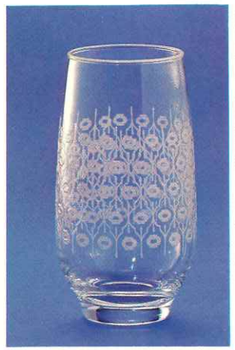
10 oz. Beverage
147/43026
Pk. 3 doz.
Wt. 21 #

6 oz. Juice
146/43026
Pk. 3 doz.
Wt. 13 #

15½ oz. Cooler
154/43026
Pk. 3 doz.
Wt. 27 #

BERKSHIRE
Raised, textured green foliage adorns this new 22-ounce Tempo shape.

GREEN CRACKLED
A random lacy network of textured green gives this new line of Classic glassware that special look.



22 oz. Iced Tea
384/49161
Pk. 3 doz.
Wt. 26 #

15½ oz. Cooler
309/43025
Pk. 2 doz.
Wt. 16 #

9½ oz. Old Fashioned
304/43025
Pk. 2 doz.
Wt. 10 #

5½ oz. Juice
302/43025
Pk. 2 doz.
Wt. 7 #

12 oz. Beverage
306/43025
Pk. 2 doz.
Wt. 12 #
Pk. 4 doz.
Wt. 30 # (SSD)

15½ oz. Cooler
154/60119
Pk. 3 doz.
Wt. 27 #

10 oz. Beverage
147/60119
Pk. 3 doz.
Wt. 21 #

6 oz. Juice
146/60119
Pk. 3 doz.
Wt. 13 #

RABAT
Frosty white designs in textured relief capture the flavor of the Middle East on this new 22 oz. Tempo shape.

TOURAINE
Libbey's well-known Allegro shape now comes covered with an overall criss-cross diamond pattern in textured white.

WHEAT
Distinctively decorated in white and tones of gold, this expensive-looking, any-occasion pattern should make a hit with hostesses.

15½ oz. Cooler
169/Z-3259
Pk. 4 doz.
Wt. 38 # (SSD)

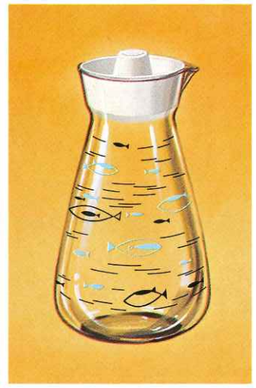
5 oz. Juice
149/Z-3259
Pk. 2 doz.
Wt. 9 #

9 oz. Beverage
125/Z-3259
Pk. 2 doz.
Wt. 13 #

11 oz. Beverage
126/Z-3259
Pk. 4 doz.
Wt. 32 # (SSD)

12½ oz. Beverage
159/Z-3259
Pk. 2 doz.
Wt. 16 #

6½ oz. Old Fashioned
127/Z-3259
Pk. 2 doz.
Wt. 11 #



42 oz. Decanter
70016/Z-3259
Pk. 1 doz.
Wt. 12 #

MEDITERRANEAN
With turquoise and silver forms swimming in a sea of glass, this immensely popular Mediterranean line is a proven Libbey profit-builder. Features new 42-oz. pouring decanter.

Cutware styled by Libbey

15½ oz. Cooler
169/C-1187
Pk. 3 doz.
Wt. 27 #

6½ oz. Old Fashioned
127/C-1187
Pk. 3 doz.
Wt. 18 #

3¾ oz. Juice
494/C-1187
Pk. 3 doz.
Wt. 11 #

5 oz. Juice
149/C-1187
Pk. 3 doz.
Wt. 15 #

8¾ oz. Beverage
122/C-1187
Pk. 3 doz.
Wt. 20 #

12½ oz. Beverage
159/C-1187
Pk. 3 doz.
Wt. 24 #

16 oz. Iced Tea
87/C-1187
Pk. 3 doz.
Wt. 19 #

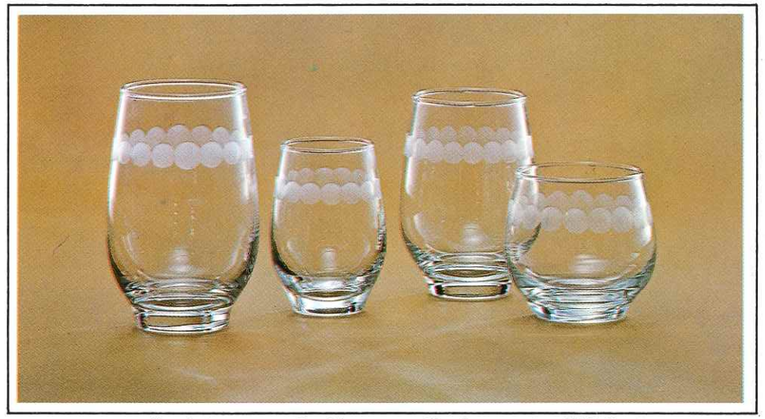
5 oz. Juice
79/C-1187
Pk. 3 doz.
Wt. 9 #

11 oz. Beverage
55/C-1187
Pk. 3 doz.
Wt. 16 #

NEW WINDSOR (cut shells)
The high-fashion look of the grey-cut New Windsor line will encourage the housewife to "splurge just this once." The price invites her to do it again and again.

NEW WINDSOR (cut shams)
With its deep, crest-like cuttings, New Windsor is as traditional as the London Bridge, and has that elusive quality of universal appeal.

NECKLACE
Libbey's graceful Tempo with jewel-form cut circles whisper "modern elegance" to every shopper who sees this new grey-cut Necklace cutting.



15 oz. Cooler
341/C-1210
Pk. 3 doz.
Wt. 25 #

6 oz. Juice
351/C-1210
Pk. 3 doz.
Wt. 14 #

12 oz. Beverage
359/C-1210
Pk. 3 doz.
Wt. 19 #

9 oz. Old Fashioned
352/C-1210
Pk. 3 doz.
Wt. 18 #

15½ oz. Cooler
169/C-1175
Pk. 3 doz.
Wt. 27 #

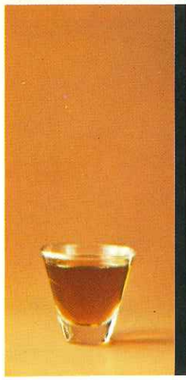
5 oz. Juice
149/C-1175
Pk. 3 doz.
Wt. 15 #

6½ oz. Old Fashioned
127/C-1175
Pk. 3 doz.
Wt. 18 #

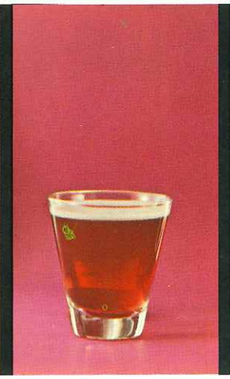
8¾ oz. Beverage
122/C-1175
Pk. 3 doz.
Wt. 20 #

12½ oz. Beverage
159/C-1175
Pk. 3 doz.
Wt. 24 #

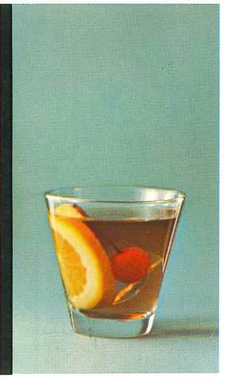
IVANHOE
Smart simplicity and fine-ribbed cuttings give this most successful Ivanhoe line a manor house grace. A practical grey-cut size for every use.



2 oz. Jigger
166
Pk. 3 sets Wt. 8#



6 oz. Sour
160
Pk. 3 sets Wt. 15#



9 oz. Old Fashioned
165
Pk. 3 sets Wt. 21#

10 oz. Hi-Ball
161
Pk. 3 sets Wt. 23#

12 oz. Collins
168
Pk. 3 sets Wt. 23#

15½ oz. Cooler
169
Pk. 3 sets Wt. 28#

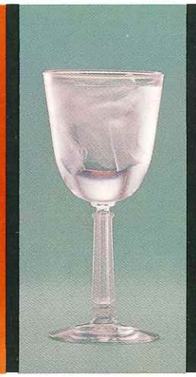
1 oz. Cordial
6890
Pk. 3 sets Wt. 7#

4½ oz. Cocktail
6860
Pk. 3 sets Wt. 14#

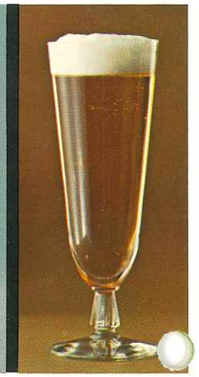
6 oz. Champagne
6876
Pk. 3 sets Wt. 21#

5 oz. Wine
6880
Pk. 3 sets Wt. 18#

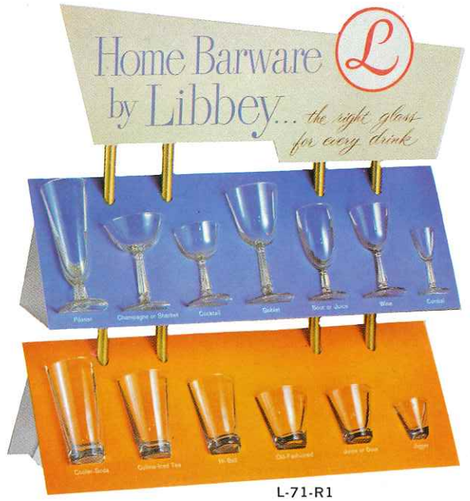
6 oz. Sour
6866
Pk. 3 sets Wt. 16#



9 oz. Goblet
6856
Pk. 3 sets Wt. 28#



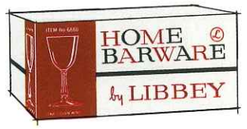
12 oz. Pilsner
6825
Pk. 3 sets Wt. 30#

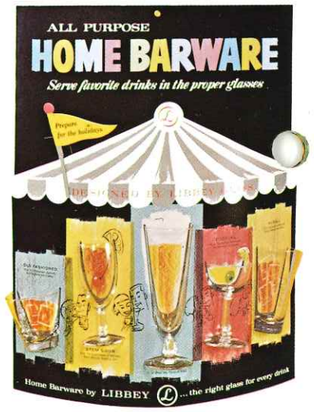


L-71-R1

HOME BARWARE

Half the fun of playing bartender is serving with the right glass. This 13-item Home Barware line properly serves any drink the home entertainer is called upon to dispense. All, of course, feature the famous Safedge® rim.





L-504

Crystal Glassware

VICTORIA

Luxurious, fire-polished Victoria glassware keeps rolling up impressive sales records. Gracefully sculptured, yet so durable it lasts and lasts.

14 oz. Cooler
5187
Pk. 3 doz.
Wt. 31#

6 oz. Juice
5183
Pk. 3 doz.
Wt. 17#

10 oz. Beverage
5185
Pk. 3 doz.
Wt. 26#

10 oz. Toddler
5184
Pk. 3 doz.
Wt. 24#

12 PIECE SETS

15 oz. Iced Tea
22696
Pk. 3 sets
Wt. 31#

12 oz. Beverage
22596
Pk. 6 sets
Wt. 50#

8 oz. Old Fashioned
22286
Pk. 6 sets
Wt. 43#

10½ oz. Beverage
22476
Pk. 6 sets
Wt. 46#

6 oz. Juice
22566
Pk. 6 sets
Wt. 34#

BULK PACKS

Pk. 3 doz.
Wt. 26#

Pk. 3 doz.
Wt. 24#

Pk. 3 doz.
Wt. 20#

Pk. 3 doz.
Wt. 22#

Pk. 3 doz.
Wt. 17#

12 PIECE SETS

15½ oz. Cooler
154
Pk. 3 sets
Wt. 28#

14 oz. Cooler
148
Pk. 3 sets
Wt. 26#

10 oz. Beverage
147
Pk. 3 sets
Wt. 22#

9 oz. Toddler
152
Pk. 3 sets
Wt. 21#

6 oz. Juice
146
Pk. 3 sets
Wt. 15#

12 PIECE SETS

22 oz. Iced Tea
384
Pk. 3 sets
Wt. 27#

12 oz. Beverage
359
Pk. 3 sets
Wt. 21#

4½ oz. Cocktail
367
Pk. 3 sets
Wt. 11#

12 oz. Toddler
339
Pk. 3 sets
Wt. 22#

9 oz. Old Fashioned
352
Pk. 3 sets
Wt. 19#

15 oz. Cooler
341
Pk. 3 sets
Wt. 26#

6 oz. Juice
351
Pk. 3 sets
Wt. 14#

HOB NOB

A shopper-stopper if there ever was one . . . stunning Libbey HobNob glasses have the cherished hobnail pattern on the bottom of this flaring upsweep shape. Buy enough . . . this one will sell!

CLASSIC

If we had to pick our greatest design, certainly Libbey's Classic would rate near the top. Graceful curved taper . . . heavy bottom . . . Safedge rim . . . and six universally-used sizes . . . all add up to turnover and over.

TEMPO

A Libbey-first design, crystal Tempo goes on and on rolling up sales records and admiration. Homemakers have the urge to buy a set of every size. This line keeps stockboys busy.

GEORGIAN *Stemware by* Libbey

The genuine Georgian stemware originated by Libbey has been a solid favorite in bars and restaurants throughout America for years. Now, this professional glassware is available in bulk or in new four-piece merchandising packs.

BULK PACK 12 PIECE SETS

5½ oz. Champagne 8076 Pk. 3 sets Wt. 19 #

1 oz. Cordial 8090 Pk. 3 sets Wt. 6 #

4¼ oz. Whiskey Sour 8075 Pk. 3 sets Wt. 15 #

4 oz. Claret 8080 Pk. 3 sets Wt. 15 #

4 oz. Rhine Wine 8088 Pk. 3 sets Wt. 14 #

4½ oz. Parfait 8074 Pk. 3 sets Wt. 15 #

3½ oz. Cocktail 8070 Pk. 3 sets Wt. 17 #

3½ oz. Cocktail 8087 Pk. 3 sets Wt. 16 #

NEW PEDESTAL PACK 4 PIECE SETS

4 oz. Rhine Wine 8088 Pk. 6 sets Wt. 8 #

8 oz All Purpose Wine 8064 Pk. 6 sets Wt. 13 #

5½ oz. Champagne 8076 Pk. 6 sets Wt. 12 #

12 oz. Goblet 8011 Pk. 6 sets Wt. 18 #

4½ oz. Parfait 8074 Pk. 6 sets Wt. 10 #

4¼ oz. Whiskey Sour 8075 Pk. 6 sets Wt. 8 #

7 oz. On-The-Rocks 8047 Pk. 6 sets Wt. 17 #

1 oz. Cordial 8090 Pk. 6 sets Wt. 4 #

4½ oz. Cocktail 8071 Pk. 6 sets Wt. 12 #

This handsome new Pedestal Pack holds four each of the above nine items. Done in rich brown and black the back features a description of the proper kind of drink for each glass.

Crystal HEAVY-BASE *Glassware*

15½ oz. Cooler 169 Pk. 3 doz. Wt. 27 #

8 oz. Hi-Ball 132 Pk. 3 doz. Wt. 20 #

6 oz. Juice 151 Pk. 3 doz. Wt. 16 #

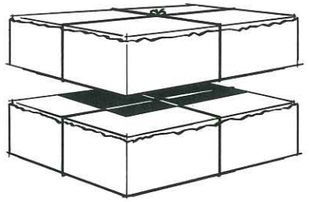
10½ oz. Beverage 172 Pk. 3 doz. Wt. 22 #

6½ oz. Old Fashioned 127 Pk. 3 doz. Wt. 18 #

9 oz. Beverage 125 Pk. 3 doz. Wt. 22 #

12½ oz. Beverage 159 Pk. 3 doz. Wt. 24 #

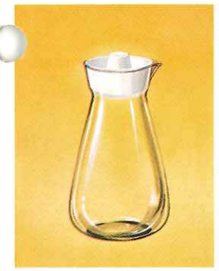
Here's a versatile lineup of seven solid drinking glasses. Add them to Georgian stemware and you have a full beverage complement to feature.



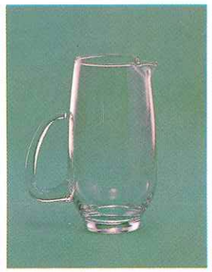
Two pads in center make this three-dozen pack reshippable as two 18-piece units simply by cutting master carton at center and tying or taping.

PARTY NEEDS

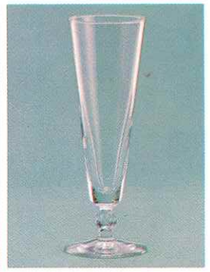
Display these anywhere and watch them pay for their space and bring in profits. New are the pilsner, the 42-ounce pouring decanter with plug cap and the handled 22-ounce Tempo pitcher with ice lip.



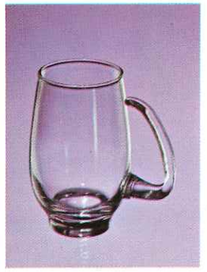
42 oz. Decanter 70016 Pk. 1 doz. Wt. 12 #



22 oz. Cocktail Pitcher 70056/79000 Pk. 1 doz. Wt. 11 #



10 oz. Pilsner 3625 Pk. 1 doz. Wt. 9 #

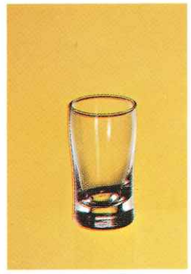


16 oz. Tempo Tankard 70051 Pk. 1 doz. Wt. 10 #

4½ oz. Cocktail 8882 Pk. 3 sets Wt. 21 #

2 cup Carafe 5077 Pk. 2 doz. Wt. 13 #

7 oz. New Fashioned 227 Pk. 3 doz. Wt. 18 #



5 oz. Juice 249 Pk. 3 doz. Wt. 16 #

9 oz. Beverage 225 Pk. 3 doz. Wt. 23 #

12 oz. Beverage 259 Pk. 3 doz. Wt. 27 #

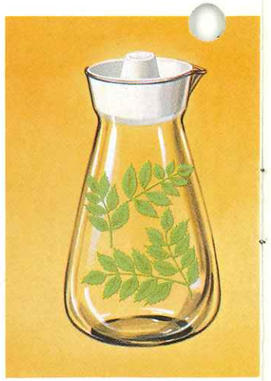
DECORATED *Lightweight* GLASSWARE

by Libbey

LEAF BOWER

Lacy leaves of white and green encircle this value-packed item. The famous Safedge® rim tops this and, of course, all of Libbey's quality glassware. Features new 42-ounce pouring decanter.

11 oz. Beverage 55/20740 Pk. 3 doz. Wt. 16 #
16 oz. Iced Tea 87/20740 Pk. 3 doz. Wt. 19 #
5 oz. Juice 79/20740 Pk. 3 doz. Wt. 9 #
32 oz. Iced Tea 157/20740 Pk. 2 doz. Wt. 17 #
80 oz. Pitcher 5052/20740 Pk. ½ doz. Wt. 18 #

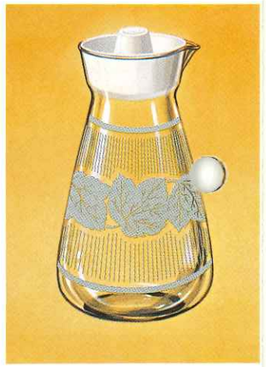


42 oz. Decanter 70016/20740 Pk. 1 doz. Wt. 12 #

NORTHWOODS

White textured frost vertical lines frame white leaves on this handsome home use glass. Features new 42-oz. pouring decanter.

32 oz. Iced Tea 157/12405 Pk. 2 doz. Wt. 17 #
11 oz. Beverage 55/12405 Pk. 3 doz. Wt. 16 #
16 oz. Iced Tea 87/12405 Pk. 3 doz. Wt. 19 #
5 oz. Juice 79/12405 Pk. 3 doz. Wt. 9 #
80 oz. Pitcher 5052/12405 Pk. ½ doz. Wt. 18 #

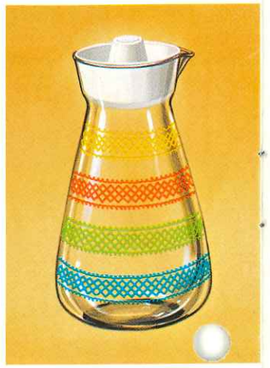


42 oz. Decanter 70016/12405 Pk. 1 doz. Wt. 12 #

GAYETY

Cross-hatched bands from top to bottom in bright yellow, red-orange, green and turquoise distinguish new Gayety. The line also features the new 42-ounce pouring decanter with plug cap.

80 oz. Pitcher 5052/11383 Pk. ½ doz. Wt. 18 #
11 oz. Beverage 55/11383 Pk. 3 doz. Wt. 16 #
5 oz. Juice 79/11383 Pk. 3 doz. Wt. 9 #
16 oz. Iced Tea 87/11383 Pk. 3 doz. Wt. 19 #
32 oz. Iced Tea 157/11383 Pk. 2 doz. Wt. 17 #



42 oz. Decanter 70016/20909 Pk. 1 doz. Wt. 12 #

5 oz. Juice 79/20704 Pk. 3 doz. Wt. 9 #
32 oz. Iced Tea 157/20704 Pk. 2 doz. Wt. 17 #
16 oz. Iced Tea 87/20704 Pk. 3 doz. Wt. 19 #
11 oz. Beverage .55/20704 Pk. 3 doz. Wt. 16 #
80 oz. Pitcher 87/20704 Pk. ½ doz. Wt. 18 #

SPARTAN

Bands of chartreuse and deep green separate turquoise symbols and lacy sweeps around this attractive glass. Great around the house.

32 oz. Iced Tea 157/20873 Pk. 2 doz. Wt. 17 #
11 oz. Beverage 55/20873 Pk. 3 doz. Wt. 16 #
80 oz. Pitcher 5052/20873 Pk. ½ doz. Wt. 18 #
5 oz. Juice 79/20873 Pk. 3 doz. Wt. 9 #
16 oz. Iced Tea 87/20873 Pk. 3 doz. Wt. 19 #

FINLANDIA

Scandinavian simplicity of design marks the frosty pronged center band which is accented by green and blue counterpoints. Should have that certain something that sells.

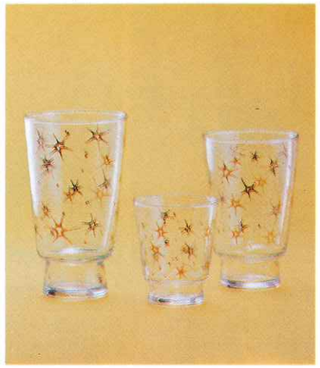
80 oz. Pitcher 5052/12907 Pk. ½ doz. Wt. 18 #
11 oz. Beverage 55/12907 Pk. 3 doz. Wt. 16 #
16 oz. Iced Tea 87/12907 Pk. 3 doz. Wt. 19 #
5 oz. Juice 79/12907 Pk. 3 doz. Wt. 9 #
32 oz. Iced Tea 157/12907 Pk. 2 doz. Wt. 17 #

KENSINGTON

A gay circle of horse-drawn carriages in black are framed on top with a white band of lines and on the bottom with yellow. A friendly beverage set line that goes with early American.

GALAXY

Born to star, Galaxy by Libbey is the 22-karat pattern that adorns the always popular shelf-saver shape. Women love the way this glass is miserly with cupboard space. Features new 42-oz. pouring decanter.

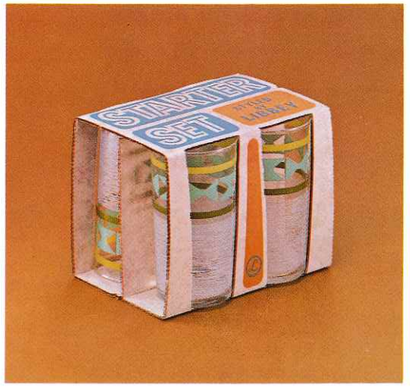


15 oz. Cooler 756/12419 Pk. 3 doz. Wt. 19 #
5¼ oz. Juice 751/12419 Pk. 3 doz. Wt. 9 #
11½ oz. Beverage 753/12419 Pk. 3 doz. Wt. 15 #

42 oz. Decanter 70016/12419 Pk. 1 doz. Wt. 12 #

COMPANION STARTER SETS

Packaged by . . . Libbey

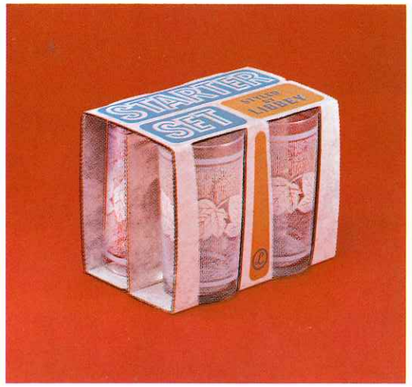


SPARTAN

5 oz. Juice
79/20704
Pk. 18 sets
Wt. 17#

11 oz. Beverage
55/20704
Pk. 18 sets
Wt. 29#

16 oz. Iced Tea
87/20704
Pk. 12 sets
Wt. 27#

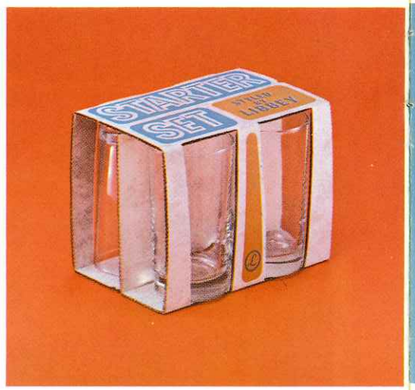


NORTHWOODS

5 oz. Juice
79/12405
Pk. 18 sets
Wt. 17#

11 oz. Beverage
55/12405
Pk. 18 sets
Wt. 29#

16 oz. Iced Tea
87/12405
Pk. 12 sets
Wt. 27#



CRYSTAL SHAMS

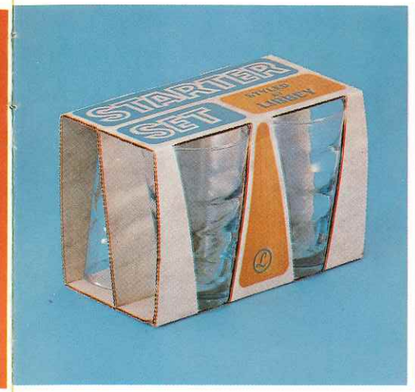
5 oz. Juice
149
Pk. 12 sets
Wt. 21#

6½ oz.
Old Fashioned
127
Pk. 12 sets
Wt. 23#

8¾ oz. Beverage
122
Pk. 12 sets
Wt. 27#

12½ oz. Beverage
159
Pk. 12 sets
Wt. 33#

15½ oz. Cooler
169
Pk. 12 sets
Wt. 35#

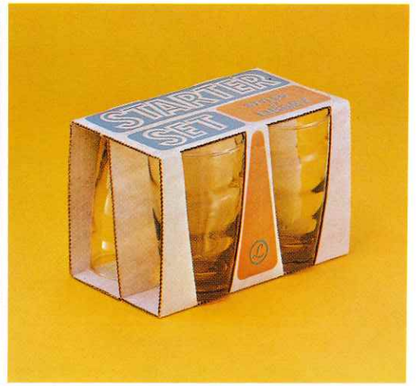


AQUA RIPPLE

6 oz. Juice
16003-A
Pk. 12 sets
Wt. 22#

12 oz. Beverage
16803-A
Pk. 12 sets
Wt. 36#

16 oz. Iced Tea
16303-A
Pk. 12 sets
Wt. 40#



GOLDEN WAVE

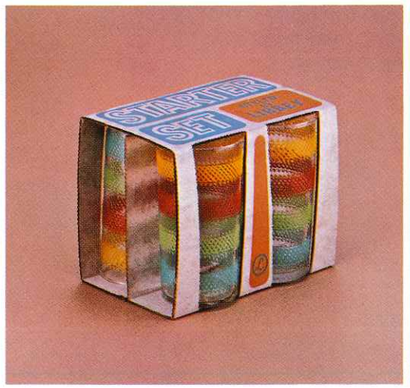
6 oz. Juice
14603-K
Pk. 12 sets
Wt. 20#

10 oz. Beverage
14703-K
Pk. 12 sets
Wt. 31#

15½ oz. Cooler
15403-K
Pk. 12 sets
Wt. 37#

Repeating . . . the space-savingest starter package in the business. Its square shape and safe-lock tab make this attractive carry home carton all new. Ideal for tieing-in with the Libbey Glass Wardrobe concept.

style-lyte STARTER SETS . . .

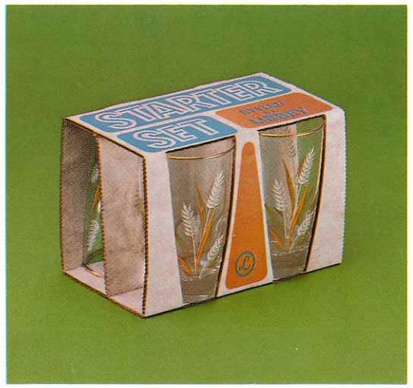


GAYETY

5 oz. Juice
79/11383
Pk. 18 sets
Wt. 17#

11 oz. Beverage
55/11383
Pk. 18 sets
Wt. 29#

16 oz. Iced Tea
87/11383
Pk. 12 sets
Wt. 27#

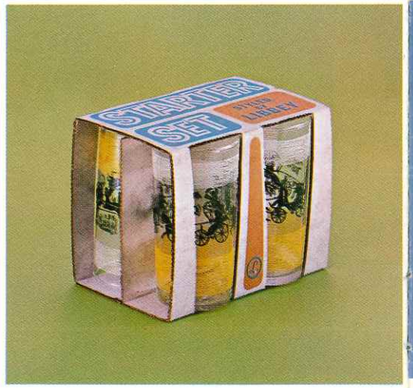


WHEAT

6 oz. Juice
146/60119
Pk. 12 sets
Wt. 20#

10 oz. Beverage
147/60119
Pk. 12 sets
Wt. 31#

15½ oz. Cooler
154/60119
Pk. 12 sets
Wt. 37#



KENSINGTON

5 oz. Juice
79/12907
Pk. 18 sets
Wt. 17#

11 oz. Beverage
55/12907
Pk. 18 sets
Wt. 29#

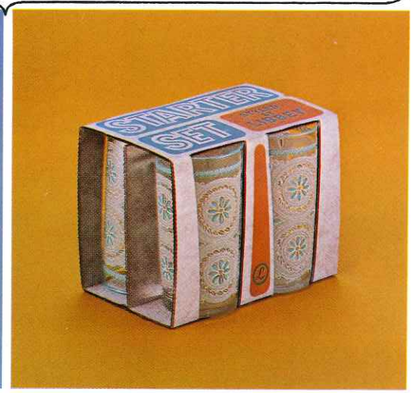
16 oz. Iced Tea
87/129[illegible]
Pk. 12 sets
Wt. 27#

TANGIER

6 oz. Juice
5[illegible]01
Pk. [illegible] sets
Wt. 18#

11 oz. Beverage
55/60161
Pk. 18 sets
Wt. 29#

16 oz. Iced Tea
87/60161
Pk. 12 sets
Wt. 27#



CANDLEWICK

6 oz. Juice
58/60160
Pk. 18 sets
Wt. 18#

11 oz. Beverage
55/60160
Pk. 18 sets
Wt. 29#

16 oz. Iced Tea
87/60160
Pk. 12 sets
Wt. 27#

Adding companion Starter Sets to the new Style-Lyte line by Libbey will heighten interest in this upgraded glassware. The enamel beads will be visible in the handy carry home pack.

Special Service Glassware . . .

8 in. Star Ash Tray
5170
Pk. ½ doz.
Wt. 16 #

3¾ in. Star Ash Tray
5167
Pk. 3 doz.
Wt. 14 #

6 in. Star Ash Tray
5169
Pk. 1 doz.
Wt. 17 #

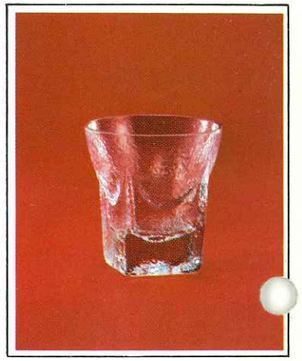
3⅝ in. Ash Tray
5153
Pk. 6 doz.
Wt. 22 #

4½ in. Star Ash Tray
5168
Pk. 3 doz.
Wt. 23 #

3¾ in. Ash Tray
5143
Pk. 3 doz.
Wt. 25 #

CRYSTAL ASHTRAYS

This wide range of crystal ashtrays fills many needs big and small. From the 8-inch Star to the smallest, all are sturdy and well designed!



7 oz. On-The-Rocks
5148
Pk. 3 sets
Wt. 24 #

ST. REGIS

An ice-textured he-man heavy for On-the-Rocks.

6 in. Star Ash Tray
5169-T
Pk. 1 doz.
Wt. 17 #

4½ in. Star Ash Tray
5168-T
Pk. 3 doz.
Wt. 23 #

3¾ in. Ash Tray
5143-T
Pk. 3 doz.
Wt. 25 #

3¾ in. Star Ash Tray
5167-T
Pk. 3 doz.
Wt. 14 #

ROYAL GRAY ASHTRAYS

New color! Now popular Star ashtrays and the heavy square are available in the rich Royal Gray color.

15 oz. Bowl
5194
Pk. 2 doz.
Wt. 16 #

4½ oz. Sherbet
5162
Pk. 6 doz.
Wt. 32 #

4½ oz. Sherbet
5103
Pk. 6 doz.
Wt. 36 #

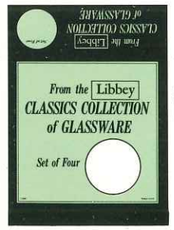
SHERBETS and BOWLS

Pretty and practical, housewives can't resist these crystal clear pudding, dessert and snack servers.

Classics Collection Point-of-Sale Materials

WINDOW BANNER
24″ x 38″
L-2256

WINDOW BANNER
24″ x 38″
L-2257

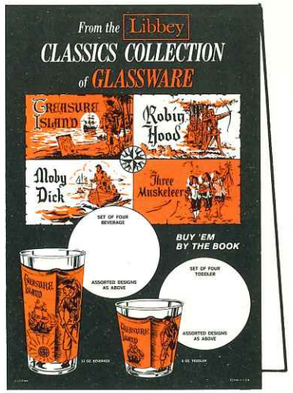


COMBINATION SHELFTALKER PRICE CARD
8½″ x 11″
L-2233

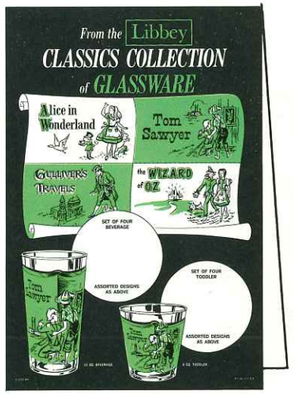
UNIVERSAL DISPLAYS
14″ x 16″
L-2246-1 Above (Beverage)
L-2246-2 (Toddler)

UNIVERSAL DISPLAYS
14″ x 16″
L-2246-3 Above (Beverage)
L-2246-4 (Toddler)
Displays above have adhesive strip on base to hold glasses.

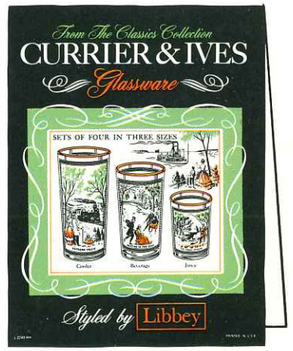
DIE-CUT DISPLAY
20″ x 16″
L-2240-D



WIRE HANGER
11½″ x 17″
L-2254



WIRE HANGER
11½″ x 17″
L-2255

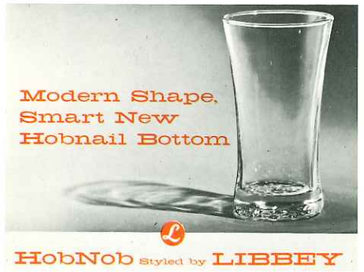


WIRE HANGER
12″ x 16″
L-2240-WH

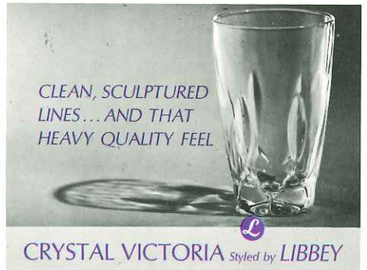
WALL, WINDOW or DISPLAY CARDS

These colorful, eye-attracting merchandising materials help spark sales throughout a glassware department. Sales-tested all over the nation, these materials have proven their value time after time. They are available in the same smart-looking colors you see here.

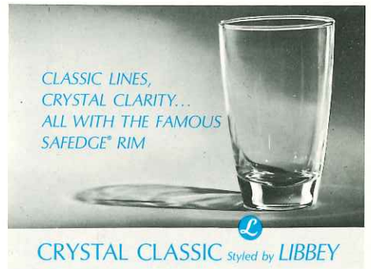
L-2088
Size 22" x 28"



L-2092
Size 22" x 28"



L-2093
Size 22" x 28"



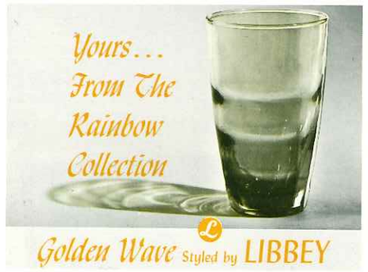
L-2094
Size 22" x 28"

RAINBOW COLLECTION P.O.S. MATERIALS

L-2090
Size 22" x 28"

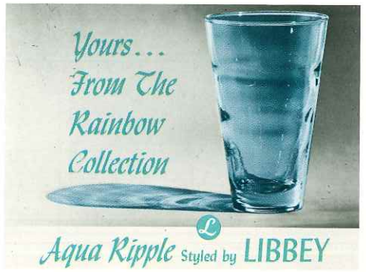
L-2089
Size 22" x 28"

L-2091
Size 22" x 28"



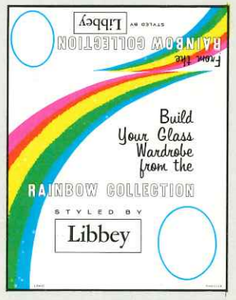
L-2096
Size 22" x 28"

L-2095
Size 22" x 28"



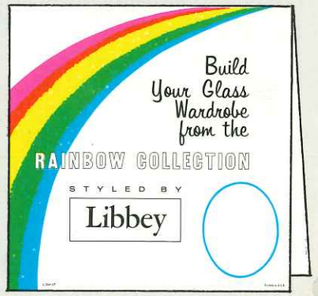
L-2097
Size 22" x 28"

COMBINATION SHELFTALKER PRICE CARD



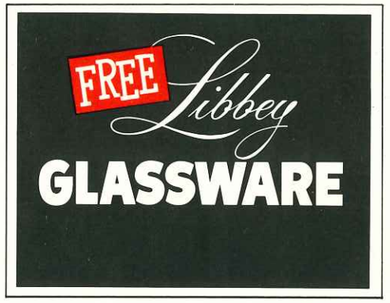
L-2249-ST
Size 8½" x 11"

WIRE HANGER



L-2249-WH
Size 12" x 12"

PAPER BANNER



L-13
Size 22" x 28"

DEPARTMENT STREAMER

L-512
Size 5" x 36"

DEPARTMENT SIGN

L-1030
Size 14½" x 23"

SHELF TALKER/PRICE CARD

L-2264
Size 8½" x 11"

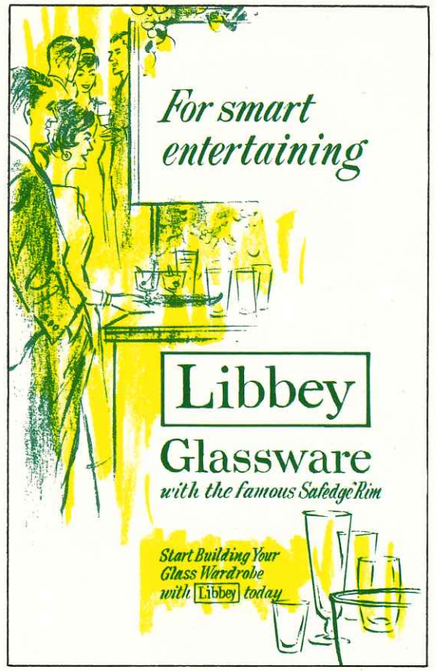
POSTCARDS
(Prices available upon request)

L-2191
Size 5½" x 3½"

L-2206
Size 5½" x 3½"

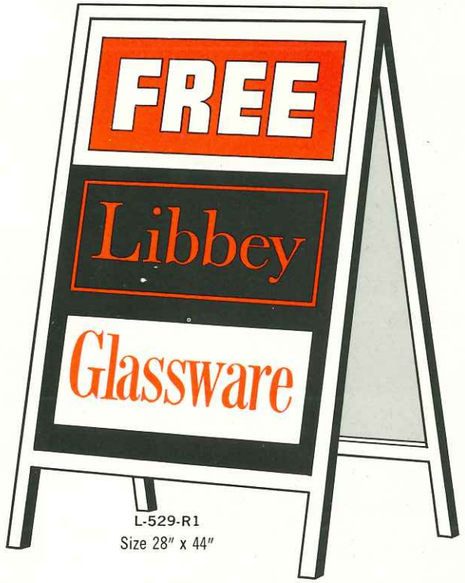
L-2207
Size 5½" x 3½"

WINDOW BANNER



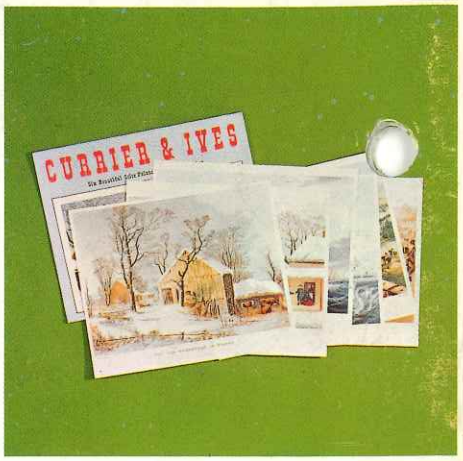
L-932-L R1
Size 24" x 38"

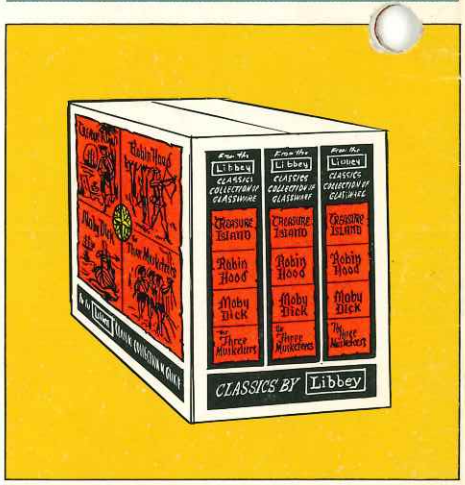
GAS STATION "A" SIGN



L-529-R1
Size 28" x 44"

T-4





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GROUP 480

OWENS-ILLINOIS

maker of Libbey Glassware
Toledo 1, Ohio